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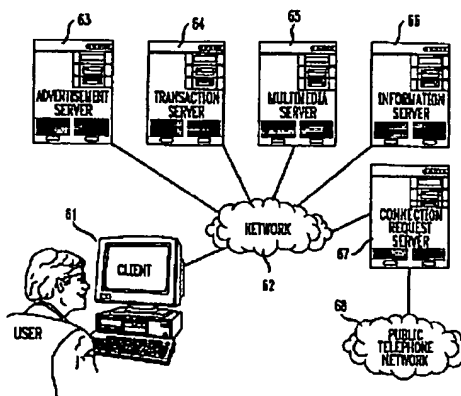
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(54) Interactive multimedia advertising and electronic commerce on a hypertext network

(57) A system and method for providing targeted, interactive, multimedia advertisements and electronic commerce capability on a hypertext network. Advertising software from a server is loaded on a user's client computer through a browser at the user's request. The display screen of the client computer is partitioned into a browser area, which retains the full functionality of the underlying browser, and advertising area. Controls affecting the presentation and content of the advertisements streamed from the server to the client computer are available to the user in the advertising area, as are secure purchase and electronic coupon controls.

FIG. 4



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